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TI Newsletter 5 July 27, 1982

A FRESNO COUNTY employee won $17,500, one year's pay, in workmen's compensation benefits after claiming cigarette smoke in the office made her ill, the Los Angeles Times reported.

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REGINA CARLSON OF GASP in New Jersey has written a report for the state Department of Health on "making nonsmoking the norm." It claims that "every pack of cigarettes sold in America costs our society $1.56 in increased health care costs, accidents and fires, lost productivity, ventilation needs, increased insurance premiums, and environmental losses."

MEDIA

"THE ONCE-THRIVING cigar business is apparently following the cigar store Indian into oblivion," writes A. Kent MacDougall in a lengthy Los Angeles Times article on the cigar industry. He says that unit sales have dropped 11 years in a row, employment is less than half a decade ago, and cigar factories are closing.

> The Cigar Association, however, in a news release said the long decline in cigar sales may be ending. It cited figures showing retail sales revenue from cigars was up 3 percent in 1981, compared to 1980.

THE PUBLIC BROADCASTING SERVICE issued new guidelines that will allow diversified companies making cigarettes and liquor to underwrite production of its programs. These firms would receive credit for providing money, but could not advertise specific products, according to an AP story. Still banned from participation, companies that manufacture only cigarettes or alcoholic beverages.

WLS-TV Chicago presented a two-part series claiming that Federal Government testing for tar yield is misleading. Humans "frequently block the ventilation holes" on cigarette filters, the Federal Trade Commission's machines do not, the report said.

BILL KURTIS, co-anchor of the "The CBS Morning News," is also "working on a 'CBS Reports' documentary on the tobaco industry," The New York Times reported. A Raleigh newspaper earlier reported on the planned show (NL 310).

⊛ CALIFORNIA STATE SEN. Diane Watson said she hopes to show the 1976 British documentary, "Death in the West," to schools throughout the state in an anti-smoking effort. Watson and Calif. statistician Stanton Glantz screened the film (NL 306) for state legislators and others, The Sacramento Bee reported.

ADVERTISING AGE in an editorial accused cigarette companies of "dancing on the edge of truthfulness" with certain ads. The effect is "to put all advertising in a bad light," the publication said.

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Source: https://www.industrydocuments.ucsf.edu/docs/tnbb0003

HEALTH ORGANIZATIONS

SMOKELESS TOBACCO should carry a health warning, said the American Cancer Society in a news release about its new pamphlet, "Don't Bite Off More Than You Should Chew." Ads for these products are trying to get teenagers "hooked," the pamphlet claims.

WORLD HEALTH ORGANIZATION issued a new book, Legislative Action to Combat the World Smoking Epidemic. It is written by Ruth Roemer, a Los Angeles health law professor. The study was undertaken to assist governments and health officials, according to the book's preface.

FOREIGN

HONG KONG has taken "major steps to curb cigarette smoking," AP reported. New measures include public smoking restrictions and a health warning for cigarette packs and ads, AP said.

CIGARETTES SALES in the United Kingdom declined 10 percent in 1981, according to a North Carolina State Univ. study reported by AP. Substantial tax increases were blamed.

LEGISLATION

IOWA DEPARTMENT OF HEALTH banned smoking in all its offices, effective Sept. 1. "A fine example for others," said The Des Moines Register.

> Residents of Los Alamos County (N.M.) have begun an initiative petition drive for a law to restrict public smoking. The county council earlier rejected a proposed ordinance. A special election on the matter is possible.

Manatee County (Fla.) Commission voted 5-0 to restrict smoking in public places including retail stores and public buildings. Pompano Beach (Fla.) City Commission defeated a proposal for a no-smoking section at its meetings.

> The Atlanta Constitution reported on an effort by a Georgia state agency to increase the number of restaurants that voluntarily offer no-smoking sections. TI's Toohey told the newspaper that businessmen should seat people where they want to, without government pressure.

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